

LOCAL AND GLOBAL BUSINESS CONSIDERATIONS

Buyers at the Honolulu Fish Auction must consider a number of global and local factors daily when purchasing fish to meet their specific needs.

Local factors

- Number of vessels offloading fish
- Quantity, quality, and size of available fish
- Daily and seasonal/holiday demand
- Buyers' strategies and market niches

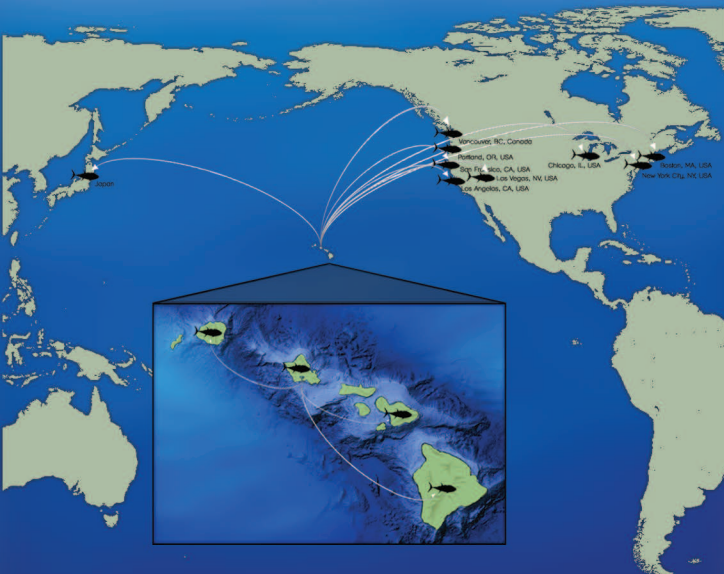
Global factors

- Supply in foreign markets
- Prices at major fish markets around the world offering export opportunities
- Price of imported pelagic fish and potential for use as a substitute for local fish

"You don't get into this industry by accident - you are born around it, or you love fish or fishing, something about the romantic nature of the sea draws you in. People are in this business because they love it. Just like the restaurant business. If you don't love it, you are not going to do well."

-Hawaii Wholesaler, 9/8/2011

GEOGRAPHIC DISTRIBUTION OF LONGLINE PELAGIC FISH



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Source for pelagic fisheries data
http://www.pifsc.noaa.gov/wpacfin/hi/dar/Pages/hi_data_5.php

From Ocean to Consumer

A Fish Flow Study of the Hawaii Longline Fleet





A FISH FLOW STUDY OF HAWAII LONGLINE PELAGIC FISH

At the Honolulu Fish Auction, run by the United Fishing Agency, fish are sold fresh and bid on individually. Each fish can be inspected for quality by perspective buyers. Buyers at the auction can be representatives for wholesalers or retailers, or consumers buying directly. Fish buyers influence markets for Hawaii's longline pelagic fish in a very tangible way, but their concerns are not often considered by fisheries managers. Social science researchers from the Pacific Islands Fisheries Science Center regularly observed at the auction and conducted interviews to investigate sociocultural considerations of pelagic fish distribution.

The goals of this study were to:

- Describe distribution chains for Hawaii's longline caught fish
- Classify the types of buyers interacting at the auction
- Describe sociocultural considerations for longline fish distribution chains

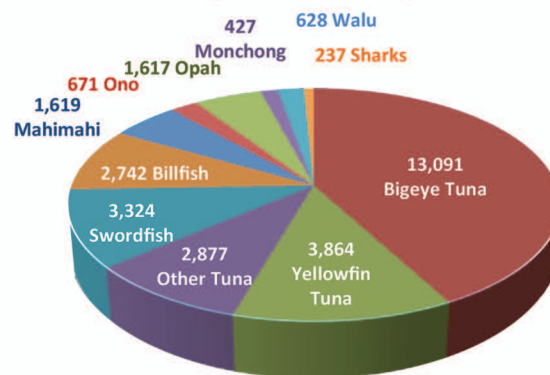
KEY FINDINGS

- Much longline fish stays in Hawaii and some buyers only sell their fish within Hawaii
- Longline fish and associated seafood businesses significantly contribute to the local economy and culture
- Hawaii longline fish, particularly tuna, is significantly situated within global seafood markets
- Quality plays a large role in distribution considerations with the auction allowing quality differences to interact in one market

In 2011, Hawaii 31.2 million pounds of commercial pelagic fish were landed for \$87.5 million ex-vessel value.

The longline fleet landed 83% of this catch by weight representing 86% of the ex-vessel value of pelagic species.

2011 COMPOSITION OF COMMERCIAL PELAGIC LANDINGS (Pounds x 1000)



TYPES OF BUYERS

Fish buyers can be divided into two general groups, wholesalers and retailers/consumers. Wholesalers must abide by more regulations on fish handling and consider larger-scale business models such as barcode technology to track their fish. Retailers and consumers cut out the middleman but must bid on and process their own fish.

LONGLINE PELAGIC FISH FLOW



"We have one tuna dish – ahi tartare – it's a cult favorite here. If I take it off, there'd be a mutiny."

– Local Restaurant Owner